

**Manchester City Council
Report for Resolution**

Report to: Neighbourhoods and Environment Scrutiny Committee - 2 September 2020
Executive - 9 September 2020

Subject: Private Rented Sector Strategy 2020-2025

Report of: Strategic Director Growth and Development

Summary

This report provides an overview of the new Private Rented Sector Strategy 2020-25 and action plan attached as appendix 1 & 2.

Recommendation

The Executive is asked to approve the Private Rented Sector Strategy 2020-25 and delivery plan.

Wards Affected:

All wards.

Supporting the Manchester Strategy	Summary of the contribution to the strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	An efficient and well functioning housing market is essential for the economic wellbeing of the City and delivery of the Greater Manchester Strategy. If Manchester is to meet the needs of the forecast population and employment projections there is an urgent requirement to increase the supply of good quality housing of all tenures, including a good quality PRS.
A highly skilled city: world class and home grown talent sustaining the city's economic success	The delivery of the housing opportunities will have major economic benefits for the City creating jobs across the supply chain and the development cycle, providing a positive impact on the performance of the local economy and the availability of local employment.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Good quality housing of all tenures supporting successful neighbourhoods have helped to develop a sense of self-esteem and mutual respect amongst communities

A liveable and low carbon city: a destination of choice to live, visit, work	Good quality homes including those that are energy efficient are very important to the City and residents, this strategy will closely align to the Councils zero carbon strategy.
A connected city: world class infrastructure and connectivity to drive growth	n/a

Full details are in the body of the report, along with any implications for

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

There are no direct financial implications

Financial Consequences – Capital

None

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Background documents (available for public inspection)

- Market Rental Strategy 2015 - 2020
- Residential Growth Prospectus - 2016
- Manchester Housing Strategy 2016-21
- Manchester Affordability Strategy 2018
- Selective Licensing update report March 2020

1.0 Introduction

- 1.1 The Private Rented Sector (PRS) Strategy 2020-25 attached to this report as appendix 1 sets out how the council along with its partners will support the improvement of housing standards within the sector over the next 5 years (2020-25).
- 1.2 The main focus of the strategy is to improve housing and management standards at the lower end of the private rented sector market and ensuring fire safety issues are addressed in all relevant buildings. Assisting landlords and residents to meet their individual responsibilities by providing advice and information will support both of these objectives.

2.0 Background

- 2.1 The PRS across the UK continues to grow in size and importance. It provides 4.7 million households with a home including 1.7 million families - 3 times as many as a decade ago.
- 2.2 In Manchester the sector's growth has continued at pace, with it now overtaking owner occupation as the largest sector (38%) in the city, expanding outside of the city centre and student markets.

3.0 Developing the strategy

- 3.1 Public consultation was carried out late last year to understand what the PRS means to residents and stakeholders and what is important to them. To inform the new strategy, meetings and workshops were also organised to engage directly with key stakeholders:

- Member consultation
- Northwards Housing
- North, Central and South Place Group meetings
- Manchester Housing Providers' Partnership
- Northern Housing Consortium
- Four drop-in events and online consultation for Tenants, Landlords and Representative Bodies

- 3.2 Common themes emerged out of the conversations and consultation and these themes have forged the main objectives of the strategy.

- Information for Health colleagues
- Issues with poor property condition
- Concerns about lack of security of tenure and choice
- Training and support needed for tenants and landlords
- Improved communications with the sector
- Mixed tenures and RP intervention
- Concentrations of temporary accommodation.

4.0 Private Rented Sector Strategy 2020-25 - Vision

- 4.1 The vision for the strategy was developed using the feedback from residents and discussions with members:

“Manchester’s Private Rented Sector will provide a high quality, low carbon, affordable and sustainable offer so that Manchester’s residents have a good choice of quality homes in clean, safe and vibrant neighbourhoods.”

Strategy Themes and Objectives

- 4.2 There were three clear themes that emerged from the consultation and these have formed the strategic objectives within the strategy and underpin the interventions and actions within the strategy delivery plan

Theme 1: Improve Property and Management Standards

- 4.3 Target and focus intervention and proactive enforcement on the very worst properties, landlords and agents and improvement of neighbourhoods

Theme 2: Increase Opportunities within the Sector for Low Income Households

- 4.4 Narrow the quality gap between the lower end and that of the middle and higher end of the market so that people on lower incomes have greater access and more choice.

Theme 3: Greater Communication Across the Sector

- 4.5 Raising awareness of landlord, agent and tenant responsibilities; sharing good practice and an enhanced role for the relevant professional bodies will help ensure standards continue to be met at all levels of the market.

5.0 Contributing to the Our Manchester Strategy

(a) A thriving and sustainable city

One of the key aims of the Strategy is to improve the quality and choice of the PRS market to benefit and support those who contribute to Manchester’s economic success.

(b) A highly skilled city

Via the delivery plan one of the aims is to work more closely with teams around the neighbourhoods, this will include improving homes so people can thrive and become more skilled.

(c) A progressive and equitable city

Previously there has been limited data available to accurately quantify the impact of interventions in the private rented sector, either economically, socially or on health and wellbeing.

(d) A liveable and low carbon city

The strategy supports the delivery of increasing low carbon homes within the sector to meet the Council's ambitious 2038 zero carbon target.

(e) A connected city

None

6.0 Key Policies and Considerations

(a) Equal Opportunities

We will attempt to develop a number of key performance indicators to measure the success of our interventions within the strategy. These will include reductions in crime, improvements in health, reductions in fuel bills and improved resident satisfaction.

(b) Risk Management

Not at this stage but a risk assessment will be carried out alongside the delivery of the strategy action plan.

(c) Legal Considerations

None.